

Sherwood Public Library

Strategic Plan 2017-2019

Adopted April 19, 2017

SHERWOOD PUBLIC LIBRARY



PROUD MEMBER OF



Washington County
Cooperative Library Services

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Photo by Jenny Swanson

Welcome

Message from the City Manager

It is my pleasure to introduce the Sherwood Public Library Strategic Plan for 2017-2019. Our Library is an important hub for our community, providing free and equitable access to learning, events and activities for all ages. Together with the annual goals developed by the Sherwood City Council each year, this document will provide a clear path for staff to focus on community-driven goals that are responsive, visionary, and fiscally responsible. Thank you to the library advisory board, staff, volunteers, and community members who developed this plan that will help move our library forward in the coming years.

– Joseph Gall

Message from the Library Manager

This is an exciting time at Sherwood Public Library to be working with our first Strategic Plan to guide the next three years of library services. I am ever appreciative of the team of dedicated Library Advisory Board members, community representatives and library staff who contributed to this plan through a rewarding and inclusive process. I look forward to the coming months and years as we work toward these goals for the betterment of the library and the community as a whole.

– Adrienne Doman Calkins

City of Sherwood Values

Quality Services
Fiscal Responsibility
Citizen Participation
Community Pride
Community Partnerships
Community Livability

City of Sherwood Mission

The City of Sherwood will provide services and infrastructure to support the highest quality of life for our residents, businesses and visitors in a fiscally responsible manner.

Sherwood Public Library Mission

The Mission of Sherwood Public Library is to **inspire discovery, enrich lives** and **build community** through equitable access to lifelong learning.

Sherwood Public Library Values

- **Service**—for patrons of all abilities, ages and backgrounds.
- **Diversity and inclusion**—in the array of materials, programs, services and opportunities available.
- **Responsiveness**—to the community's needs.
- **Learning**—as an organization and individuals.

Our Community & Demographics

Sherwood is a rapidly growing city in southern Washington County, Oregon. Sherwood is known for its livability and was recently ranked by Money Magazine as 6th Best Place to Live in 2015¹. Situated along Highway 99W in the southeast corner of Washington County, adjacent to Yamhill and Clackamas Counties, it is considered the gateway to wine country. The area has strong agricultural roots and was originally built up around the railroad and early industry with brick-making, a tannery, and canning industry. Today Sherwood is home to approximately 19,000 people, has become a bedroom community to the Portland Metro area, and is known for its strong schools, safety, beautiful parks, historic downtown and vibrant community events such as the Robin Hood Festival and Music in the Park.

Sherwood is known to be very family-friendly, with approximately half of all households including children, compared to 30% in Oregon². Sherwood demographics have shifted towards affluence with the growing size of the community; in 2015, the median income for city residents was \$80,107³, though there are small pockets of need for housing assistance, meals, and other social services. Whereas Washington County is the most diverse County in Oregon⁴, Sherwood is 92.2% White, 7.7% Hispanic/Latino, 3.8% of two or more races, 3.7% Asian, 0.7% American Indian and 0.7% Hawaiian/Pacific Islander⁵. Sherwood School District reports nearly 19% of students are of a minority and 14% qualify for free and reduced lunch⁶. Local library patrons borrowed materials in 23 different languages in 2016⁷. Nearly 96% of residents have a high school degree and 44% have a bachelor's degree or higher, compared to 90% and 31%, respectively, in Oregon.⁸

¹ Best Places to Live 2015. (2015, August 13). *Money*. Retrieved from <http://time.com/money/collection-post/3984409/sherwood-oregon-best-places-to-live-2015/>.

² U.S. Census Bureau (2010). *Profile of General Population and Housing Characteristics: 2010*. Retrieved from https://factfinder.census.gov/bkmk/table/1.0/en/DEC/10_DP/DPDP1/1600000US4167100.

³ US Census Bureau (2015). *Selected Economic Characteristics: 2011-2015 American Community Survey 5-Year Estimates*. Retrieved from https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_5YR/DP03/1600000US4167100

⁴ 2017 Most Diverse Counties in Oregon. Retrieved from <https://www.niche.com/places-to-live/search/most-diverse-counties/s/oregon/>

⁵ US Census Bureau (2015). *ACS Demographic and Housing Estimates: 2011-2015 American Community Survey 5-Year Estimates*. Retrieved from https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_5YR/DP05/0400000US41

⁶ Sherwood School District (2014). *Fast Facts*. Retrieved from <http://www.sherwood.k12.or.us/district/fast-facts>.

⁷ Washington County Cooperative Library Services (2016). Circulation by language report. [BI Launchpad report].

⁸ US Census Bureau (2015). *Educational Attainment: 2011-2015 American Community Survey 5-Year Estimates*. Retrieved from https://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_5YR/S1501/0400000US41.

Our Library

Sherwood Public Library is the southern-most library in Washington County, where we serve a population of over 22,000 people in the greater Sherwood area. Over 11,000 community members have an active library card and each month we see over 20,000 visits to the library. Total annual circulation of library materials exceeds 365,000. Last year we provided 625 programs with 25,000 participants—15,000 of those in youth programs. We also provided 14,600 public internet sessions and answered 4,500 reference questions. The total value of library services provided last year is estimated at \$8,360,000—a nearly 8-fold return on the annual budget.

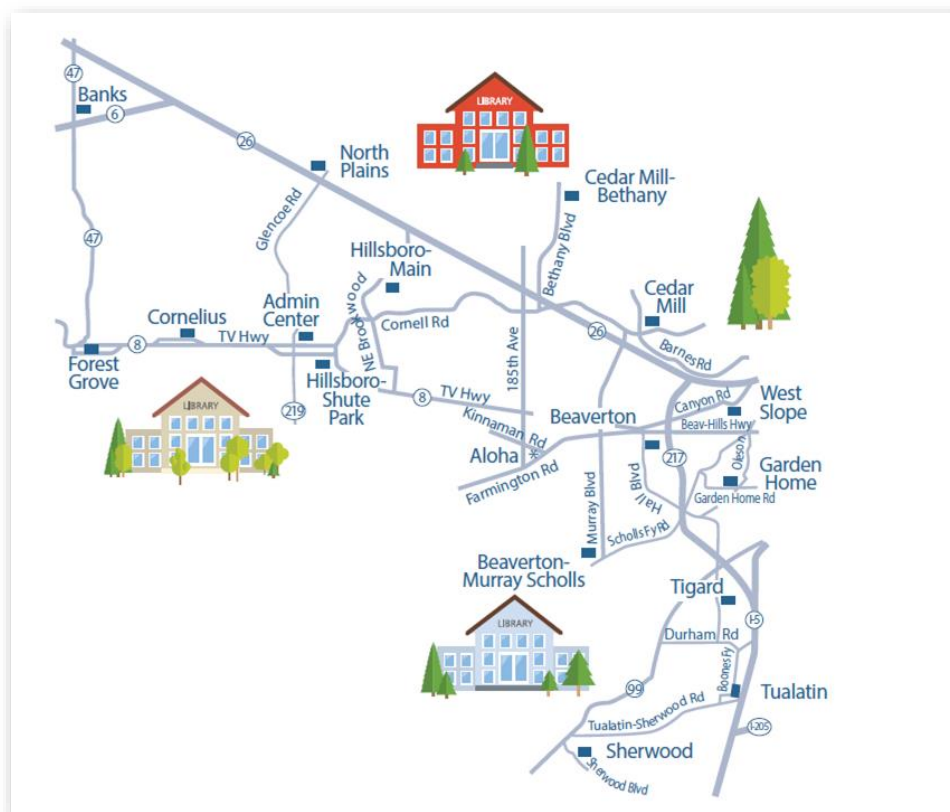


As a member library of Washington County Cooperative Library Services (WCCLS), Sherwood Public Library provides access to over 1.7 million items from throughout the county. The local collection of nearly 50,000 items offers books, Blu-Rays, DVDs, CDs, graphic novels, magazines, newspapers, audio books, board games and more—in addition to e-books, downloadable audiobooks, and electronic learning resources. Our facility is 14,400 square feet, where we provide free wireless internet access through Sherwood Broadband, 13 public internet stations, a fireplace reading room and spaces to study, play and visit.

Today the library employs the full-time equivalent of 11.2 staff. A strong volunteer base of over 40 community members assisted with 2,700 hours of library tasks last year. Last year we partnered with over 24 local agencies and received funds and in-kind services from 30 donors to expand our offerings and services. Sherwood Public Library is a department of the Community Services Division within the City of Sherwood. The Library Advisory Board is made up of 9 voting members, including a rural representative and a high-school representative, in addition to a City Council Liaison.

Library History

The Library began as a dedicated shelf of books in the local drugstore in 1935. The collection was later moved to a rented house and by 1969, the City of Sherwood elected to support the Library and it was moved to the basement of then City Hall in the Morback House. Sherwood Public Library became a founding member of the newly formed WCCLS in 1976. The local Friends of the Library group also formed that year and began fund-raising which, combined with matching Library Services and Construction Act (LSCA) funds, built a 3,000 square foot building in 1986 at 955 N. Sherwood Boulevard. In December 2005, the Sherwood Public Library & City Hall joint-use Civic Center was opened in the current location, funded primarily through Urban Renewal funds and sales of city-owned properties.



WCCLS member libraries

Strategic Goals & Objectives

Through the strategic planning process that began in Fall 2016, three key strategic directions emerged as priorities for Sherwood Public Library to focus on throughout 2017-2019.

Library staff, community forum members, and Library Advisory Board members all provided input on specific objectives for each of these strategic goals.

Goal 1.

The library inspires and facilitates reading, viewing and listening for pleasure.

Objectives:

- a) Increase the availability and ability to find popular materials in print and audio visual formats.
- b) Advise and engage library users with reading, viewing and listening recommendations and timely, fresh and attractive displays.
- c) Diversify the library collection to reflect and engage our growing community.
- d) Provide programming to promote reading for education and pleasure.

Goal 2.

The library is a welcoming, comfortable and safe place to visit in person and online for everyone.

Objectives:

- a) Improve the usability and atmosphere of the facility.
- b) Library staff will raise awareness of the library's services for everyone, including to newcomers, ESL and non-English speaking patrons.
- c) Provide increased opportunities for gathering spaces, quiet study, and accessibility services.
- d) The library's online presence will be welcoming and inclusive.

Goal 3.

The library is an incubator for information fluency & lifelong learning.

Objectives:

- a) The library will be a leader in the community for providing free and equitable access to quality information and learning for all ages.
- b) The library will teach how to seek, evaluate and use information in a variety of modalities for the spectrum of learning styles and abilities.

Activities

Library staff, community forum members, and Library Advisory Board members provided input on suggested activities for each of the strategic goals and objectives. The activities are meant to guide the work of library staff and will be broken down into discrete tasks over the next three years. Activities were chosen that will fit within the expected budget and staffing.

Goal 1.

The library will inspire and facilitate reading, viewing and listening for pleasure.

a) Increase the availability and ability to find popular materials in print and audio visual formats.

Activities:

- Launch a “Picture Books by Topics” area.
- Add finding aides for Juvenile series.
- Add finding aids in Adult and Juvenile non-fiction.
- Create a New Books collection for Juvenile Fiction, Juvenile Non-Fiction, and Young Adult Fiction.
- Provide a circulating board game collection.
- Provide circulating video games.
- Provide Playaways (pre-loaded digital audiobooks).
- Allocate funds for more copies of popular materials.
- Implement Science Fiction / Fantasy genre labels for Adult Fiction.

b) Advise and engage library users with reading, viewing and listening recommendations and timely, fresh and attractive displays.

Activities:

- Provide formal reader's advisory services with reading suggestion forms, book lists, and online reader's advisory promotions.
- Train staff at all levels in Readers Advisory. Develop, maintain and share Readers Advisory expertise on staff.
- Create more displays (e.g. ongoing staff picks for all ages, highly requested children's topics, movies, books on CD, fiction genres, and timely non-fiction topics).
- Provide staff development opportunities to learn about merchandising and best practices in creating displays.

c) Diversify the library collection to reflect and engage our growing community.

Activities:

- Add additional world languages to the collection.
- Deliberately add authors and topics to the collection representing diverse backgrounds and viewpoints.
- Continue to add emerging authors to the collection.
- Incorporate diversity and representation into all displays.
- Create displays of world language materials, international films and translations.

d) Provide programming to promote reading.

Activities:

- Be a resource to reading enthusiasts to connect with local book clubs.
- Provide book clubs for adults.
- Offer a Winter Reading Program for adults.
- Highlight local authors in the collection and with programs.

Goal 2.

The library is a welcoming, comfortable and safe place to visit in person and online for everyone.

a) Improve the usability and atmosphere of the facility.

Activities:

- Improve interior wayfinding signage.
- Provide parking information on website, brochures and to new patrons.
- Provide diversity awareness training for staff and incorporate knowledge into services.
- Solicit community art displays.
- Update and communicate guiding policies on the use of the library.

b) Library staff will raise awareness of the library's services for everyone, including to newcomers, ESL and non-English speaking patrons.

Activities:

- Provide signage and fliers in Spanish and other languages.
- Create a seating area by the adult Spanish Language collection.
- Spanish-speaking staff will advertise skills with a name badge flag.
- Promote Spanish-language services in the community.
- Promote library services to Latino and new members of the community.

c) Provide increased opportunities for gathering spaces, quiet study, and accessibility services.

Activities:

- Provide more tools for technology accessibility (e.g. adaptive keyboard and mouse, scanner).
- Participate in national Edge Initiative assessment for second time to measure improvement and evaluate weaknesses in public-facing technology.
- Add furniture to create semi-private spaces for small group and/or individual use.
- Explore options to increase access to the mezzanine during all library open hours.
- Explore options to create private study rooms with modular walls.

d) The library's online presence will be welcoming and inclusive.

Activities:

- Update and enhance the library's website with more resources for seniors, youth & families, teens, newcomers, and Spanish-speakers.
- Provide training and guidance for staff to meet the technology competencies developed by the WCCLS Adult Services Committee.
- Develop a social media strategy.

Goal 3.

The library is an incubator for information fluency & lifelong learning.

a) The library will be a leader in the community for providing free and equitable access to quality information.

Activities:

- Provide targeted trainings for librarians and front-line staff on databases, information evaluation, research techniques, and technology assistance. Provide librarians with deeper reference trainings in business, legal, health and financial resources.
- Partner with schools to provide every third grader a library card.
- Promote resources to virtual patrons on our website and social media.
- Market online resources in-person through staff contact, displays, scavenger hunts, and outreach.
- Provide train-the-trainer sessions about databases for teachers and community leaders.

b) The library will provide learning opportunities for all ages in a variety of modalities for the spectrum of learning styles and abilities.

Activities:

- Provide a variety of rich educational programming (e.g. engineering/coding, small business, health, financial literacy, legal, community-building, evaluating media sources, resume/interview skills, repair cafes, cooking classes, gardening, genealogy)
- Provide quality computer and technology classes.
- Increase awareness of one-on-one technology assistance appointments.
- Provide library events and programs customized for special needs patrons (e.g. sensory storytime, accessibility open-house).

Core Services

Public Library services are made possible through the coordination of many efforts behind the scenes and in the public eye that are considered part of our core services. The Library Advisory Board, Community Forum members and Library staff agreed the goals above are the focus for growth and improvement at Sherwood Public Library for the next three years, but the Library is not to decrease core services, including those services which have been built up recently to meet community needs. These core services include:

- Early learning services (e.g. storytimes and caregiver workshops)
- Programming for school-aged children
- Reference services
- Internet and computer access
- Quality cataloging and selection of library materials

In addition, we will maintain a high-priority on community outreach and engagement, though many of the opportunities are outside of our control.



Photo by Jenny Swanson

Our Process

- **August, 2016**—Library Advisory Board approved the Strategic Planning process.
- **October, 2016**—Community Forum members solicited to represent a multitude of facets of the community.
- **October 10, 2016**—Library Staff conducted a facilitated Strengths, Weakness, Opportunities, Threats (SWOT) exercise with Linda Lybecker, consultant.
- **November 5, 2016**—Community Forum meeting #1 with nine community members, including two board members. Facilitated by Linda Lybecker. Presentations of City of Sherwood overview and local library services by Adrienne Doman Calkins. The group conducted SWOT exercises for the community and the Library. Linda Lybecker presented 16 “Service Responses” developed by the Public Library Association. The group used a dot voting exercise to prioritize six responses for further discussion.
- **November, 2016**—Staff developed ideas for each Service Response selected by the community forum.
- **December 3, 2016**—Community Forum meeting #2 with eight community members, including one board member. Facilitated by Linda Lybecker, consultant. Presentations of staff responses by Adrienne Doman Calkins. The forum narrowed the Service Response priorities to three and provided feedback for the library values statement.
- **February-March, 2017**—Library Advisory Board members, Library and City staff reviewed drafts of the Strategic Plan submitted by Adrienne Doman Calkins.
- **April 19, 2017**—Library Advisory Board members adopted the Strategic Plan goals and activities.
- **May-June, 2017**—Final touches on the document.

Acknowledgements

Many thanks to the following individuals who invested their time, energy and expertise into the strategic planning process.

Facilitator: Linda Lybecker

Library Advisory Board members:

- Christie McLaughlin, *Past-Chair*
- Rose Hulett, *Current Chair*
- Jack Hoffbuhr, *Vice Chair*
- Coleen Swihart
- Colin Woodbury
- Eleanor Simon
- Joyce Venjohn

- Liz Myers
- Madeline Robinette
- Pat Reisinger
- Ursa Shaw

City Council Liaisons:

- Council President Jennifer Harris
- Councilor Sally Robinson

Community Forum:

- Beccah Wagner, *Sherwood School District Family Resource Manager & Early Learning Services Coordinator*
- Christine McLaughlin, *Library Advisory Board Chair*
- Colin Woodbury, *High School Liaison to Library Advisory Board*
- Janelle Veith, *St. Francis Librarian*
- Jeannette Voss, *Friends of the Sherwood Library President*
- Jennifer Harris, *City Council President*
- Jennifer Lavender, *YMCA Child Development Center Senior Program Director*
- Julia Hajduk, *City of Sherwood Community Development Director*
- Lee Weislogel, *Sherwood Main Street President*
- Lisa McGuigan, *Faith in Action, Area Coordinator*
- Melody Danner, *Senior Director of Facilities and HR*
- Ty Hanlon, *Sherwood Police Department Captain*
- Wendy Wells, *Sherwood Rotary, Service Chair*

Public Library Staff:

- Adrienne Doman Calkins, *Library Manager*
- Crystal Garcia, *Librarian*
- Mary Madland, *Supervising Librarian*
- Jenny Swanson, *Supervising Librarian*

SHERWOOD
PUBLIC LIBRARY



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